

**CITY OF OAKLAND**  
**AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2004 OCT 14 PM 1:14

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Department of Human Services  
DATE: October 26, 2004

RE: **A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH GIBSON AND ASSOCIATES FOR THE PERIOD OF NOVEMBER 17, 2004 THROUGH NOVEMBER 16, 2005, IN AN AMOUNT NOT TO EXCEED \$124,778 FOR PROFESSIONAL SERVICES TO DEVELOP THE OAKLAND FUND FOR CHILDREN AND YOUTH THIRD STRATEGIC PLAN (2006-2010)**

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**SUMMARY**

This report seeks approval of a resolution to authorize a contract with Gibson and Associates (G&A) in an amount not to exceed \$124,778 to provide strategic planning services for the Oakland Fund for Children and Youth (OFCY) for the period of November 17, 2004 to November 16, 2005. With the guidance of the OFCY Planning and Oversight Committee (POC) and staff, the consultant will develop and draft the 2006–2010 OFCY Strategic Plan for approval by the Council in October 2005.

**FISCAL IMPACT**

The amount of \$124,778 is available for professional services to OFCY in the Kids First! Fund (Fund 1780, Organization 78251 and 90521, Project P157620).

Professional services contracts are subject to the City of Oakland's three percent contract compliance fee, which amounts to \$3,743. OFCY contracts have not been paying the contract compliance fee, but all such waivers of the contract compliance fee are currently under review. Not imposing the contract compliance assessment fee would increase the existing negative balance in the Contract Compliance Assessment Fund (1790).

**BACKGROUND**

The Oakland Fund for Children and Youth was established in November 1996, when Oakland's voters passed the Kids First! Initiative (Measure K). Measure K amends the City Charter, setting aside 2.5% of the City's unrestricted General Purpose Fund to support direct services to youth under 21 years of age for a twelve-year period. OFCY's 19 member Planning and Oversight Committee, composed of adults and youth appointed by the Mayor and City Council, is responsible for establishing funding guidelines and recommendations.

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**Life Enrichment Committee**  
October 26, 2004

The Planning and Oversight Committee develops and approves a four-year Strategic Plan to guide the allocation of funds. The current four-year Strategic Plan began July 1, 2002 and will end June 30, 2006. The next Strategic Plan will be submitted to the City Council in October 2005.

### **Long Range Vision**

During the first strategic planning process in 1997, POC members crafted a shared vision statement to express a community-based image for the future of Oakland's children and youth. The original statement remains valid today as a compelling vision for the future of our children and youth.

*"Over the next 12 years, we in the Oakland community will fundamentally raise our expectations, live our values, and foster development of our young people.*

*Services, programs, and most importantly, our relationships will embrace children and youth as integral members of our families and community, deserving of love, respect, and health. Every young person will feel a sense of belonging.*

*Individually, youth will walk into their future with a strong belief in themselves, prepared to be responsible and self-sufficient adults.*

*Together, we will work toward long-term social change, valuing social and economic inclusion."*

This plan, the third four-year Strategic Plan, will build on the foundation created in the previous plans. It will continue the vision and supporting values from the first and second plans and underline the commitment to the four OFCY guiding principles: child and youth involvement, youth development, family involvement, and outreach.

### **KEY ISSUES AND IMPACTS**

The POC is charged with the task of creating a Strategic Plan that provides a community vision and a framework to guide the annual allocation of OFCY funds. The Strategic Plan assesses the environment of Oakland, examines funding and youth service gaps, determines desired outcomes, and sets funding policy for the Fund. The next plan will be the tool used annually to guide drafting the Request for Proposals (RFP) and to guide the POC's decision-making over the last four years of the Kids First! Initiative.

### **Consultant Selection Process**

On August 24, 2004, the POC released the RFP for development of a Strategic Plan. Staff received 9 proposals on September 13, 2004. Of the nine proposals, two were disqualified in an initial review. Seven were deemed worthy of further review and interviews.

A team of readers consisting of members of the POC Subcommittee and staff (including one City Council assistant) read and scored proposals. Following interviews and ranking, the team selected Gibson and Associates to help lead the OFCY 2006-2010 strategic planning process. There were several highly qualified applicants, including Urban Strategies Council (ranked

number two), Dario, Green, Netherland, and Slozberg (ranked number three), and Areté Consulting (ranked number four).

Gibson and Associates displayed the necessary skills and experience to produce a high quality product, demonstrated technical and cultural competency, and holds a client centered philosophy. The firm proposed sound strategies to reach the “voice” of the community, demonstrated a strong understanding of the challenges of conducting a public strategic planning process, and presented the best approach to achieve the POC’s goal of a more focused plan.

## **PROJECT DESCRIPTION**

### **Scope of Services and Timeline**

The strategic planning consultant will assist staff in amending and updating the current OFCY community needs assessment. This will include interviews, focus groups, surveys, and research on youth in Oakland.

The consultant will work with youth convened in a forum, such as the City of Oakland Youth Commission, to develop a youth friendly strategic plan. The POC is committed to ensuring that the strategic planning work is community based and that youth are meaningfully involved with the process. Additionally, the consultants will creatively seek and gather input from parents and educators.

The scope of services includes providing support to the POC in conducting a public process for developing the new four-year strategic plan for years 2006-2010. The plan will include extensive public input, youth involvement, and ongoing methods for engaging the community and other OFCY partners.

The proposed phases include, but are not limited to:

- Phase 1: Assessing Community Needs and Assets
- Phase 2: Identifying Outcomes to Achieve
- Phase 3: Defining Indicators to Measure Outcomes
- Phase 4: Defining Strategies to Achieve Outcomes
- Phase 5: Developing the Strategic Plan
- Phase 6: Completing the Final Draft Strategic Plan

The POC must approve the Draft Strategic Plan (2006-2010) by July 2005 to submit the final plan for Council adoption by October 2005.

## **SUSTAINABLE OPPORTUNITIES**

### **Economic:**

Gibson and Associates is in compliance with the Oakland Living Wage Ordinance and is a Small Local Business as defined by the Small/Local Business Enterprise (S/LBE) Program.

### **Environmental:**

There is no known environmental impact.

### **Social Equity:**

The OFCY strategic planning process results in direct social benefits such as organizational capacity building, youth development, youth employment opportunities, and a wide range of afterschool programming to benefit and enhance the lives of children and youth in Oakland.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

OFCY is committed to addressing issues of disability access as a part of the strategic planning process and seeks technical assistance by working with the City's ADA Compliance Manager.


## **RECOMMENDATION(S) AND RATIONALE**

Staff and the POC recommend the approval of a contract with Gibson and Associates to prepare the 2006-2010 Strategic Plan for the Oakland Fund for Children and Youth. This recommendation is based on the determination following a selection and review process, that G&A was most qualified candidate, with the experience necessary to successfully complete the Strategic Plan.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that City Council approve a resolution authorizing the City Administrator to execute an agreement with Gibson and Associates in an amount not to exceed \$124,778 for the period of November 17, 2004 to November 16, 2005.

Respectfully submitted,



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**ANDREA YOUNGDAHL**

Director, Department of Human Services

Reviewed by:

Sandra Taylor, Children and Youth Services  
Manager

Prepared by:

Maya R. Hart, Health and Human Services Program  
Planner  
Oakland Fund for Children and Youth


APPROVED AND FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE:



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**OFFICE OF THE CITY ADMINISTRATOR**

Item: \_\_\_\_\_  
Life Enrichment Committee  
October 26, 2004

  
\_\_\_\_\_  
City Attorney

# OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S

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**A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH GIBSON AND ASSOCIATES FOR THE PERIOD OF NOVEMBER 17, 2004 THROUGH NOVEMBER 16, 2005, IN AN AMOUNT NOT TO EXCEED \$124,778 FOR PROFESSIONAL SERVICES TO DEVELOP THE OAKLAND FUND FOR CHILDREN AND YOUTH THIRD STRATEGIC PLAN (2006-2010)**

**WHEREAS**, the Measure K/Kids First! Initiative amended the City Charter and established the Oakland Fund for Children and Youth (hereafter known as "OFCY") to provide two and one half percent of the City's unrestricted general fund revenues to support direct services for children and youth; and

**WHEREAS**, the Charter Amendment stipulates that the Planning and Oversight Committee ("POC") submit to the City Council for its adoption three Four-Year Strategic Plans and their corresponding program funding recommendations, with the first Plan submitted by October 1, 1997, the second Plan submitted by October 1, 2001, and the third Plan submitted by October 1, 2005; and

**WHEREAS**, the City released a Request for Proposals to secure a consultant to conduct a public strategic planning process and develop a strategic plan; and

**WHEREAS**, the City and the POC received nine (9) proposals, and conducted a proposal review and selection process to identify one contractor to provide strategic planning services; and

**WHEREAS**, the POC recommended the firm Gibson and Associates ("G & A") as the strategic planning contractor for OFCY for the period November 17, 2004 through November 16, 2005 based on the POC's determination that G&A is the most qualified firm to successfully complete the Strategic Plan; and

**WHEREAS**, the City wishes to enter an agreement for professional services with Gibson and Associates to develop the 2006-2010 Oakland Fund for Children and Youth Strategic Plan in an amount not to exceed \$124,778; and

**WHEREAS**, the City Council finds that the service is of a professional or technical nature and is temporary in nature; and

**WHEREAS**, the City Council finds that this agreement shall not result in loss of employment or salary by any person having permanent status in the competitive services; and

**WHEREAS**, the amount of \$124,778 is available for professional services to OFCY in the Kids First! Fund (Fund 1780, Organization 78251 and 90521, Project P157620); and

**WHEREAS**, professional services contracts are subject to the City of Oakland's three percent contract compliance fee, which amounts to \$3,743; and

**WHEREAS**, OFCY contracts have not been paying the contract compliance fee, but all such waivers of the contract compliance fee are currently under review; and

**WHEREAS**, not imposing the contract compliance assessment fee would increase the existing negative balance in the Contract Compliance Assessment Fund (1790); now, therefore be it

**RESOLVED:** That the funds will be made available for strategic planning of the Oakland Fund for Children and Youth, and, be it further

**RESOLVED:** That the City Administrator or her designee is hereby authorized to negotiate and execute a contract in an amount not to exceed \$124,778 with Gibson and Associates to develop the OFCY Strategic Plan for 2006-2010; and, be it further

**RESOLVED:** That the City Council does hereby waive the three percent contract compliance fee for the G&A contract; and, be it further

**RESOLVED:** That the City Administrator is hereby authorized to conduct all negotiations, execute and submit all documents, including but not limited to applications, agreements, amendments, modifications, payment requests and related actions which may be necessary in accordance with this Resolution and its basic purpose, at no additional contract costs; and, be it further

**RESOLVED:** That said agreements shall be approved as to form and legality by the Office of the City Attorney and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_  
CEDA FLOYD  
City Clerk and Clerk of the Council  
of the City of Oakland, California